

Bath and Shower in Bulgaria

Market Direction | 2023-04-26 | 21 pages | Euromonitor

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Report description:

Over the past few years, there has been a noticeable shift in the purchasing behaviour of Bulgarian consumers when it comes to personal hygiene products. A growing trend has emerged, where consumers have begun to show a preference for purchasing larger packaging sizes of shower gels, multi-bar soaps, liquid soaps, and hand sanitizers for use in their homes. This shift in consumer behaviour can be attributed to a variety of factors, including the convenience and cost-effectiveness of purchasing I...

Euromonitor International's Bath and Shower in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bath and Shower market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SOURCES

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Summary 1 Research Sources

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